

Message Text

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62

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 DOTE-00 /020 W

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R 261527Z MAR 75

FM AMEMBASSY BERN

TO AMEMBASSY PARIS

INFO USDOC WASHDC

SECSTATE WASHDC 471

UNCLAS BERN 1310

PARIS FOR WARNES OF US AIR SHOW STAFF

USDOC FOR COHEN, OIM/WE/PARIS AIR SHOW MARKETING TEAM

E.O. 11652: N/A

TAGS: BEXP SZ

SUBJECT: MARKET PROMOTION PROGRAM FOR US PAVILION, PARIS AIR SHOW

1. UNDERSTAND THAT MS BERYL COHEN WILL VISIT SWITZERLAND
MAY 5 THRU 12 TO PROMOTE ATTENDANCE AT US PAVILION,
PARIS AIR SHOW. AS MAY 8 IS SWISS HOLIDAY, AND AS
PROPOSED SCHEDULED WILL HAVE HER VISITING FOUR DIFFERENT
GEOGRAPHIC AREAS, WE SUGGEST THAT HER ITINERARY BE REVISED
AS FOLLOWS:

NIGHT OF MAY 4 - HOTEL IN ST. GALLEN

MAY 5 - VISIT ALTENRHEIN (SUBURB OF ROHRSCACH) AND
FRIEDRICHSHAFEN.

NIGHT OF MAY 5 - HOTEL IN ZURICH

MAY 6 - VISIT SWISSAIR AND ANY OTHER DESIRED CONTACTS IN
ZURICH

NIGHT OF MAY 6 - HOTEL IN LUCERNE

MAY 7 - VISIT IN EMMEN, LUCERNE, STANS.

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NIGHT OF MAY 8 - HOTEL IN SOLOTHURN

MAY 9 - VISITS AT SOLOTHURN AND LANGENTHAL, AND IN
BERN IF NECESSARY

MAY 10 - 11 - PROCEED TO GENEVA

MAY 12 - SATE AND ANY OTHER CALLS IN GENEVA

2. UPON CONFIRMATION YOUR AGREEMENT ABOVE CHANGES,
WE CAN PROCEED ARRANGE APPOINTMENTS.

3. PLEASE ADVISE SPECIFIC FIRMS AND/OR AUTHORITIES
MS COHEN WISHES TO SEE, AND WHETHER WE SHOULD IDENTIFY
AND ARRANGE APPOINTMENTS WITH OTHER CONTACTS IN
ADDITION TO THOSE NAME BY MS COHEN.

4. IMPERATIVE THAT COHEN READ AND FULLY UNDERSTAND
BERN A-275 OF JUNE 25, 1973, WHICH SENT INTER ALIA
TO SECSTATE AND PARIS. IF THERE ANY DOUBT ITS
MEANING OR APPLICABILITY TO HER TRIP, PLEASE
CABLE.

5. WE SUGGEST THAT COHEN BE ACCOMPANIED ON ALL IN-SWITZERLAND
VISITS BY A SENIOR COMMERCIAL SPECIALIST FROM THE
EMBASSY. OUR PAUL WETTSTEIN WILL BE AVAILABLE FOR
THIS PURPOSE. PLEASE CONFIRM.
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